

## WHAT IS CLAIMED IS:

1. A method of advertising on the internet comprising the steps of:  
distributing a key to a potential customer wherein the key is associated with at  
5 least one characteristic of the potential customer;  
communicating the key to a website on the internet;  
displaying a set of advertisements on the website to the potential customer  
based on the at least one characteristic of the potential customer associated with the  
key.  
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2. The method according to claim 1, wherein the key is electronically distributed  
to the potential customer over the internet.
3. The method according to claim 1, wherein the key is distributed on a storage  
15 medium to the potential customer in the bricks-and-mortar world.
4. The method according to claim 3, wherein the storage medium is a compact  
disk.
- 20 5. The method according to claim 3, further comprising the steps of:  
dividing cities with geographical boundaries into separate zones, wherein at  
least one franchise is established in each of the zones; and

maintaining a set of sales personnel in the at least one franchise, wherein the sales personnel interact with at least one local business to sell advertising.

6. The method according to claim 5, wherein the key is distributed to the potential customer at the at least one franchise.

7. The method according to claim 1, wherein the website includes a set of products.

8. The method according to claim 7, wherein the set of products includes at least one of a singles product, a restaurants product, a magazine product, a restaurants pickup and delivery product, a search product, a travel product, a catalog product, a playgrounds product, a fix-it product, a fund raiser product, a political campaign product, a specialized market product, an outlet center product, a résumé product, and a business development center product.

9. A system for advertising on the internet comprising:

a franchise building in the bricks-and-mortar world, wherein the franchise distributes a key to a potential customer wherein the key is associated with at least one characteristic of the potential customer;

a communication link to the internet, wherein the key is communicated by the potential customer to a website on the internet;

an advertisement database connected to the website, wherein a set of advertisements stored in the advertisement database is displayed on the website to the potential customer based on the at least one characteristic of the potential customer associated with the key; and

5           a selection device integrated into the website, wherein the selection device evaluates the key and selects the set of advertisements to be displayed based on predefined criteria.

10       10. The system according to claim 9, wherein the predefined criteria includes demographic statistical information associated with the potential customer.

11. The system according to claim 10, wherein the key is distributed to the potential customer on a storage medium.

15       12. The system according to claim 11, wherein the storage medium is a compact disk.

13. The system according to claim 11, wherein the key is electronically distributed to the potential customer over the internet.

20       14. The system according to claim 9, wherein each city is divided with geographical boundaries into separate zones, wherein the franchise building is in

each of the zones, and a set of sales personnel in each of the franchise buildings in each of the zones interact with at least one local business to sell advertising.

15. The system according to claim 9, wherein the website offers a set of products including at least one of a singles product, a restaurants product, a magazine product, a restaurants pickup and delivery product, a search product, a travel product, a catalog product, a playgrounds product, a fix-it product, a fund raiser product, a political campaign product, a specialized market product, an outlet center product, a résumé product, and a business development center product.

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16. A system for advertising on the internet comprising:

a storage medium containing a key associated with at least one characteristic of a potential customer, wherein the storage medium is distributed in the bricks-and-mortar world to the potential customer;

15 a communication link to the internet, wherein the key is communicated over the communication link to a website on the internet;

an advertisement database connected to the website, wherein a set of advertisements stored in the advertisement database is displayed on the website to the potential customer based on the at least one characteristic of the potential customer associated with the key; and

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a selection device integrated into the website, wherein the selection device evaluates the key and selects the set of advertisements to be displayed based on predefined criteria.

5 17. The system according to claim 16, wherein the predefined criteria includes demographic statistical information associated with the potential customer.

18. The system according to claim 16, wherein the storage medium is a compact disk.

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19. The system according to claim 16, wherein each city is divided with geographical boundaries into separate zones, wherein at least one franchise building is in each of the zones, and a set of sales personnel in each of the at least one franchise buildings in each of the zones interact with at least one local business

15 to sell advertising.

20. The system according to claim 16, wherein the website offers a set of products including at least one of a singles product, a restaurants product, a magazine product, a restaurants pickup and delivery product, a search product, a  
20 travel product, a catalog product, a playgrounds product, a fix-it product, a fund raiser product, a political campaign product, a specialized market product, an outlet center product, a résumé product, and a business development center product.